

STAFF REPORT ATTACHMENT 8: Summary of Major General Plan Update Planning Proposals, and Overview of the Proposed Preferred Alternative

In support of the broad summaries presented in the main body of the staff report, following are more complete descriptions of the General Plan Update's major planning proposals by topic areas, and an overview of the major land use and policy components of the Preferred Alternative within each of the major Planning Areas (Northwest, Southwest and East), and for each District within those Areas.

I. OVERVIEW OF MAJOR PLANNING PROPOSALS

A. Land Use

The City's General Plan encompasses 58,422 acres. The General Plan Update leaves the land use designations for 53,096 acres of this area unaffected, and proposed land use changes on only 5,268 acres, or less than 10 percent of the planning area. Land use changes proposed by the General Plan Update are restricted to limited areas within three planning areas: Northwest, Southwest, and East. However, several of the objectives and policies presented by the General Plan Update apply broadly to the General Plan area.

In the Northwest, the Preferred Plan generally modifies designated land uses within the Northwest Planning Area to allow for an increase of mixed use development. Specifically, this scenario would introduce increased residential in areas currently restricted to retail use in certain areas, and increased residential and transit-oriented uses in the vicinity of major transit corridors. It would also increase the amount of dwelling units within the Urban Core at build-out from 9,499 to 16,756. This represents an increase in multi-family units within the urban core and a reduction in the amount of single-family homes at build-out.

The Southwest Preferred Plan has one subarea for which changes are proposed as part of the General Plan Update, the Montgomery Subarea. The intention is to focus redevelopment efforts generally south of L Street along the South Broadway, South Third Avenue, and Main Street corridors, and on either side of I-5 in the vicinity of the Palomar Street Trolley and the West Fairfield area. Among the important goals for this area is facilitation of economic opportunities through appropriate designation of transit-oriented, industrial, commercial and higher-density residential in mixed use or other appropriate density to facilitate smart growth planning.

Proposed revisions to the City's adopted land use plan in the East Planning Area would result in adjustments to the boundaries and overall densities for residential, commercial, industrial, and public/quasi-public uses. The amount and location of open space and parklands would also be adjusted. In the Otay Ranch Subarea, amendments are proposed to the Otay Ranch General Development Plan, which are consistent with the proposed General Plan Update. These proposed General Development Plan amendments consist of revisions to the General Development Plan text and to the General Development Plan land use maps and tables. The acreage designated by the Preferred Plan for residential, industrial, and commercial land use is increased over existing conditions. The proposed General Plan Update would establish a new Town Center (TC) land use designation that allows for higher density housing, office, retail and

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other commercial development than allowed in traditional village cores in Villages 8 and 9 (Central and Eastern University Districts respectively) within the Otay Ranch Subarea.

The Otay Ranch Subarea has four planning districts: Western District, Central District, Eastern University District, and Otay Valley District. The primary changes proposed are:

Western District: Industrial land uses adjacent to the Otay Landfill. This eliminates the option for residential uses in place of industrial uses within Village Three from the Otay Ranch GDP.

Central District: A mixture of land uses and intensities that includes a large community park, a pedestrian-oriented mixed use town center; single-family and multi-family residential uses surrounding a typical village core; and a middle school. The alignment of Rock Mountain Road is being revised and the extension of Main Street is being eliminated. This is to minimize road construction to MSCP Preserve land in Otay Valley and limit the environmental effects of the road in Wolf Canyon.

Otay Valley District: Open Space-Active Recreation, Light Industrial, and Open Space uses within the Otay Valley District. Would re-designate approximately 209 acres from Open Space to Active Recreation in accordance with the adopted Chula Vista MSCP Subarea Plan and Otay Ranch Resource Management Plan (RMP).

Eastern University District: Designates approximately 530 acres as public and quasi-public for a university campus and deletes secondary land use underlying the current university designation (residential alternative) from the Otay Ranch General Development Plan that could otherwise potentially be developed. This represents a reduction in the area specifically designated for the university from the 1,270 acres under the current General Plan. Designates the area surrounding the campus as a new Town Center, which would establish a university-oriented town center of transit serving mixed use and medium-high residential densities. Therefore, the secondary residential land use is effectively removed and the Town Center is being established.

B. Transportation

1. Proposed Changes to the Adopted Circulation Element (see Attachment 9):

- Removal of Main Street from Heritage Road to La Media Road: this segment has been removed due to the presence of a Multi-Habitat Planning Area (MHPA) of the Multiple Species Conservation Program (MSCP).
- Realignment and reclassification of Rock Mountain Road to connect to Main Street Road at Heritage Road: this segment is designed and sized to replace the removal of Main Street between Heritage Road and La Media Road in order to accommodate east/west travel in the southeastern portion of the City. It was classified as a four-lane Class I Collector in the adopted General Plan, but will now be reclassified as a six-lane Prime Arterial from Heritage Road to SR-125. This will increase its LOS C volume from 22,000 to 50,000 ADT.

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- Removal of Alta Road south and east of Eastlake Parkway: this segment has been removed to be consistent with the County of San Diego's East Otay Mesa Specific Plan, which has removed the portion of the roadway in the unincorporated area.
- Reduction of travel lanes on H Street between Broadway and Hilltop Drive from six to four: this change is necessitated by existing land use patterns along this roadway, which preclude widening without significant property acquisition for right-of-way.
- Removal of Palomar Street/I-805 interchange: this interchange would be located beneath a high voltage power line. The Public Utilities Commission restricts the operation of traffic signals underneath high power lines.
- Removal of the Woodlawn Avenue connection between F and G Streets: this removal accounts for the construction of buildings in the path of this roadway between F and G Streets.
- Reduction of travel lanes on Otay Lakes Road, from Bonita Road to East H Street, from six to four: this reduction is necessary due to the engineering and environmental considerations. Also, forecast volumes do not warrant six lanes on this segment SR-125 is expected to attract volumes from parallel north/south roadways, such as Otay Lakes Road.
- Removal of the Blacksmith Road connection to Proctor Valley Road: this roadway extension would bisect an existing Caltrans open space mitigation area that is to be held in perpetuity.

2. New Roadway Classifications Proposed Within the Urban Core and its Immediate Environs

Gateway Street - These roadways (segments of Broadway, Fourth Avenue, E Street, H Street, I Street, and L Street) connect the Urban Core to SR-54, I- 805 and I-5. These facilities are analogous to six- or four-lane major roads in other parts of the City, but will provide special design features and amenities to encourage access for the full spectrum of travel modes. These streets will be the major entry points to and from the Urban Core, and special landscape and entry treatments will be incorporated into the design.

Urban Arterial - These roads include portions of E Street, H Street, and Fourth Avenue. In terms of cross section, urban arterials are similar to four-lane major roads in other areas of Chula Vista, but with special features to support multi-modal trip-making, such as wider sidewalks, transit station curb "bulb outs", and pedestrian amenities.

Commercial Boulevard - These streets include segments of Broadway (south of C Street and north of L Street) and Third Avenue (north of E Street and South of H Street) and will serve existing and future shopping districts. Design will be generally consistent with four-lane majors in other areas, but with special design features reflecting the multi-modal nature of streets in more urban areas.

Downtown Promenade - These roads (including portions of F Street and Third Avenue) will provide access to retail establishments in the heart of the Urban Core. Street cross section will be similar to a two-lane or four-lane collector, but with multi-modal features and amenities that accommodate the surrounding urban context.

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In addition to the above-listed new street classifications in the Urban Core, the following new classification will be implemented in the East Planning Area:

Town Center Arterial - The Town Center Arterial is intended for use primarily in the East Planning Area's Otay Ranch Subarea. The Town Center Arterial provides a pair of one-way streets in order to ensure a more efficient traffic flow by eliminating wide arterials, with their inherent long signal cycle lengths and segregated left turn lanes at major intersections, and it creates a more energized mixed use pedestrian-oriented community within an enlarged urban transit network.

3. Establishment of a Citywide Bus Rapid Transit (BRT) Network

The South Bay Transit First-Tier One Plan was prepared by SANDAG (formerly the Metropolitan Transit Development Board) in May 2003. The Transit First concept (also described as Bus Rapid Transit (BRT)), involves the implementation of enhanced transit service strategies designed to improve the attractiveness and viability of transit to capture trips that typically travel by single-occupancy passenger cars. The overall intent is to use improved buses that emulate rail service by increasing vehicle speeds and rider comfort and convenience. Vehicle speeds are increased by having fewer station stops along a route and by using various traffic engineering methods (such as traffic signal priority and queue jumper lanes) to assign priority to a transit vehicle in the traffic stream. The South Bay Transit First study provides a feasibility analysis of alternative

The Regional Transit Vision calls for a network of fast, flexible, reliable, and convenient transit services that connect where people live with where they work, and other major activity centers. By using market research and analyzing people's travel patterns, four service concepts have been identified to address varying needs. Together, these different service concepts make up a comprehensive system that complements and supports existing and planned land uses along with other ways people travel.

Yellow car and red car services form the backbone of the regional transit system, providing rapid and relatively frequent service. The Coaster commuter rail system is an example of yellow car service, while the San Diego Trolley is an example of red car service. Blue car services are essentially the local bus network, while green car services are local shuttles that connect activity centers and the backbone transit network. These service concepts and their characteristics are summarized in the table below:

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TRANSIT SERVICE CONCEPTS

SERVICE	TYPES OF TRIPS	TRIP CHARACTERISTICS
Green Car Service	Community Trips	Community-based shuttles, lower speed, frequent stops
Blue Car Service	Short Trips	Basic mobility, local service, lower speed, frequent stops
Red Car Service	Medium Trips	Corridor-focused service, higher speed, less frequent stops
Yellow Car Service	Long Trips	Regional service, highest speed, limited stops

C. Environmental

The primary goal of the Environmental Element is to promote sustainable development, a means of balancing growth and economic progress with the protection of natural resources and the environment in a socially responsible manner. The topic areas below address the components of the Environmental Element (which combines the conservation, open space, safety, and noise elements into one) that are intended to achieve this goal.

Conservation – Policies address biological conservation, as well as energy, water and mineral resources.

Open Space – Four open space land use designations are proposed, including Open Space, Open Space Preserve, Open Space Active Recreation, and Parks and Recreation. Policies call for landscape promenades, paseos, and other urban trails/paths that connect community features or activity areas.

Environmental Justice – Policies that deal with equitable distribution of public facilities; avoidance of over concentration of industrial uses; and transit oriented development to avoid disproportionate impacts to lower income and minority populations as a result of the planning process.

MSCP Subarea Plan – Adopted by the City in 2003, it has been incorporated into the Environmental Element. Several GPU amendments are proposed to the land use map and the Otay Ranch RMP in order to make them consistent with the adopted Subarea Plan.

Water Quality – Policies will ensure protection of water quality and consistency with the requirements of the National Pollutant Discharge Elimination System (NPDES). Others encourage continued participation by the City in regional watershed planning for both the San Diego Bay Watershed and the Sweetwater River Watershed.

Water Supply – Policies promote water efficient communities and conservation programs and enhance City's existing water conservation program for new development that encompasses education and construction techniques for water conservation.

Mineral Resources – Addresses the requirements of the Surface Mining and Reclamation Act of 1975 (SMARA) to have policies in a General Plan that allow for the extraction of the resource and the identification of areas of local significant resources. Other policies ensure that the activity is in conformance with the MSCP Subarea Plan and other plans regarding restoration of biological habitats and the creation of trails and parkland.

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Air Quality – Policies encouraging walkable communities, increased transit, siting of new sensitive receivers in relationship to highways, and responsible siting of new or re-powered energy generators.

Energy Conservation – Policies recognizing the City’s Energy Strategy and Action Plan for decreased dependence on non-renewable energy sources and increased energy conservation programs, promoting energy efficient construction, alternative electricity sources, and the use of non-fossil fuel.

Solid Waste Disposal – Policies expanding on Chula Vista’s existing programs that promote recycling, proper disposal of household hazardous waste and composting to reduce solid waste disposal.

Cultural Resources – Policies that discourage the disruption, demolition and other negative impacts to historic cultural and paleontological resources.

Ecotourism – Policies encouraging collaboration with other jurisdictions and agencies to explore future possibilities for ecotourism.

Natural Hazards – Policies for risk reduction strategies associated with natural hazards related to geology, flooding, wildland fires and hazardous materials and waste.

D. Growth Management

Chula Vista’s growth management program has been an effective tool in managing growth in the city since 1987. The General Plan Update builds on this success and recommends additional features that improve the flexibility of the program to address changing circumstances and expands policy language to allow additional management tools to be at the City’s discretion.

Therefore, the basic structure of the growth management element remains intact. Additional features have been incorporated.

Urban infill, redevelopment, and revitalization were not significant growth factors in 1987. Hence the development of the original growth management element was focused on greenfield suburban style features. With an increased emphasis on the western portion of the city there is the need to reevaluate the growth management thresholds to insure that those thresholds provide an adequate level of facilities and services, that their provision is timed appropriately, that financing methods are identified, and that they support growth objectives and do not instead stymie efforts to improve the overall quality of life. The General Plan Update provides that both thresholds and financing methods be tailored to achieve these objectives in western Chula Vista and other urbanizing areas.

A common growth management tool used around the country is to regulate the rate of growth when that growth is deemed to be detrimental to the community’s quality of life, public health, safety or welfare. Chula Vista does not currently possess this mechanism. The General Plan Update recognizes this deficiency and incorporates language that allows for the creation of an ordinance that will establish the ability by the City Council to impose a growth rate cap or other metering mechanism should they determine that the rate of growth is creating community problems.

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E. Public Facilities and Services

Water - Water facilities and services will be impacted by the General Plan Update. There will be greater densities allowed that will correspond to increased water demands and the need to upgrade infrastructure to support this demand. The water districts have created capital improvement programs that are based on the City's current General Plan. With the adoption of the General Plan Update those plans will require adjustments. The plan contains policy language that directs City staff to continue our close working relationships with the districts to insure that water availability and infrastructure are adequate to meet the future needs as the City continues to grow. The City utilizes both imported and a combination of surface and ground water resources. The supply of imported water is provided through the County Water Authority (CWA). The City works closely with the water districts and the CWA to assure long term supply. Continued efforts at water conservation and use of recycled water is addressed in the General Plan Update.

Sewer - The primary trunk lines of the City's sewer facilities are adequate to accommodate the increased growth presented by the General Plan Update. However, individual site-by-site assessments will be required to determine adequacy for how specific projects may be able to connect to the sewer system. This assessment will occur through the entitlement process. The current General Plan already allows for growth that exceeds the City's sewer treatment allocation from the San Diego Metropolitan (Metro) Sewage System. There is sufficient sewage treatment capacity in the Metro system available for purchase. Negotiations are already underway to acquire this added capacity. The General Plan Update provides a context whereby sewer demands can be estimated and appropriate hook-up fees levied to finance the purchase of the capacity required.

Drainage - Although the General Plan Update does result in density increases it does not result in a significant increase in impervious surface area. In example, a two story building may cover the same amount of land as a seven story building, so that while density increases the resultant drainage consideration is the same. With redevelopment, sites will be required to upgrade their drainage systems to current standards. Regardless of the General Plan Update the City is subject to the City of Chula Vista Grading Ordinance, the Subdivision Manual, Storm Water Management Standards Requirements Manual, and "best management practices" (BMP) requirements for construction sites. Chula Vista is also part of the National Pollutant Discharge Elimination System (NPDES).

Law Enforcement - The new Policy Department facility will provide capacity to support future growth. Additional officers, staff, and equipment will be added incrementally as the city grows and need is evaluated.

Fire Protection - The Fire Department station network is expanding concurrently with growth as are commensurate staff and equipment. The General Plan Updates supports the continued implementation of the existing or updated Fire Station Master Plan, which identifies station and equipment requirements.

Schools - Although the provision of school facilities and services is the responsibility of the respective school districts, there has been increased cooperation between the city and the districts to assure that schools are constructed in a timely fashion. To facilitate this the General Plan Update has identified the number of schools that may be needed to accommodate growth. These schools are provided general locations in new development areas. The possible location for

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additional schools to be located in developed areas of the city is referenced but locations are not approximated. If a new school is needed in an already developed area, specifically western Chula Vista, it will be the school districts discretion to select a site. While being the last resort, such an action may require the condemnation of private property. Placing even an approximate location of where a new school may be needed could create the appearance that specific homes are in immediate jeopardy.

Libraries - The current Chula Vista Public Library Master Plan provides for additional library facilities to adequately service the buildout population of the General Plan Update. In addition, the General Plan Update calls for the update of the Chula Vista Public Library Facilities Master Plan within the next five to eight years to insure that the facilities and standards are up-to-date and applicable.

Parks and Recreation - Allowed residential densities and intensity of development will increase as a result of the General Plan Update. As this increase is realized there will be a corresponding demand for recreation facilities and programs. The current city-wide standard for new development as expressed in the Park Development Ordinance is that there be the dedication and development of 3 acres of parkland for every additional 1,000 residents or the payment of in-lieu fees. As a practical matter meeting this standard will be different for eastern versus western Chula Vista. As the undeveloped areas within eastern Chula Vista become developed parks are identified and developed. With the expected increase in densities in western Chula Vista new park development will be constrained since vacant parcels to construct parks are not readily available. In acknowledgment of this the General Plan Update calls for the recognition of “urban parks” that may be different in character from traditional recreation facilities.

Art & Culture, Child Care and Health Services –A general plan is not required to include art, culture, child care and health services as an element of the plan. However, the City of Chula Vista has recognized that these services are vital to a healthy community. Supporting general plan policies are designed to insure that these services are sited to insure that these services are sited appropriately and that the activities are encourage by both the public and private sector.

Civic Presence - The General Plan Update provides policy that maintains the City’s facilities as convenient and promotes professionalism of the staff.

Energy - As Chula Vista growth it will need more power. This need will require that added energy related facilities be located within the city, specifically substations. The General Plan Update recognizes that these facilities are needed. Specific location will be provided in the Sectional Planning Area process.

Solid Waste - The General Plan Update identifies that the City has contractual agreements and options to provide solid waste disposal services through the build-out year of 2030.

F. Implementation

The implementation chapter identifies implementation measures – actions, plans and programs – associated with carrying out the direction of each of the General Plan Elements. These measures are designed to achieve and accomplish the goals, objectives and policies that will bring about the vision established for Chula Vista’s future. In effect, the implementation measures serve as the critical link between the General Plan and tangible actions. At the end of the implementation chapter, there is an implementation table for each General Plan element. The tables, designed to be a reader’s guide for those putting together work programs, cover all the policies of a particular

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element and the implementation measures that need to be accomplished. A more detailed implementation and monitoring program, including schedules, funding sources, companion agencies and related General Plan policies will be prepared and maintained separately from the Chula Vista General Plan text.

II. PROPOSED PREFERRED ALTERNATIVE

The following sections provide an overview and summary of the proposed Preferred Alternative that is reflected on the proposed Land Use and Transportation Diagram, and in the text of the Draft GPU document; the Land Use and Transportation Element in particular. The discussion first provides an overview of key citywide themes and policy considerations that underlay and are reflected through the Preferred Alternative's overall land use and transportation proposals. This is followed by more specific discussion of the Preferred Alternative's proposals within each of the three major Planning Areas (Northwest, Southwest and East), and the planning Districts within each of those.

It should be noted that these discussions are intended as a highlight to convey the main proposals and their general rationale, and that the text of the GPU and the DEIR contain a more expanded description and discussion.

It should also be noted that the Preferred Alternative (inclusive of the errata edits in Attachment 1) reflects the Steering Committee's consensus. Staff has only two (2) instances where our recommendations vary from the Steering Committee. Those include the Freeway Commercial area along State Route 125 in Otay Ranch, and the old Gun Club site along Heritage Road across from Coors Amphitheatre. Those recommendations are presented with the applicable East Area District discussions beginning on page 28 of this attachment, and the related, recommended GPU Map and text erratas are included in staff report Attachments 3A & 3B.

There are also several other instances in which property owners or other parties may desire the approval of land use proposals contained among the alternatives evaluated as part of the GPU, but not reflected in the current Preferred Alternative. Four such instances exist in the Southwest Area, and three in the East Area. Each of those is addressed below in conjunction with the associated Area discussion under the heading of "options proposed by others".

A. Citywide Context

As presented earlier in this report, the outcomes of the substantial public comment and input generated eight Themes that were used to organize the GPU Vision & Goals, and provide a basis for the development of land use and other policy contained in the GPU. These Themes also aligned well with the City Council's five strategic themes, and a number of other existing local planning and policy efforts influencing the GPU, including: the Economic Development Strategy; Broadway Revitalization Strategy; MSCP; the City image campaign; Historic Preservation Strategic Plan; South Bay Transit First Study; and SANDAG's Regional Comprehensive Plan.

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With regard to the proposed land use and transportation proposals reflected in the Preferred Alternative (and related key policy direction presented in the GPU document), there are several guiding planning factors stemming from that input and information that tie together the various proposals in the individual Planning Areas and Districts. As such, they provide a citywide context to which the proposed Preferred Alternative collectively responds. Key factors and considerations can be summarized under two topic areas, as presented below:

Housing- Access to affordable housing is a concern as prices continue to rise at rates that outpace income growth. The GPU can and does effectively respond in several ways; increasing housing capacity/supply to meet future demands, providing that supply through higher densities that can provide less costly for-sale units and rentals, placing that housing near to services, jobs and transit options, and acknowledging the need for housing to support the amount of local jobs in the retail service and trade sectors.

Employment- Chula Vista suffers from jobs/housing imbalance, whereby there are generally not enough total jobs in proportion to local housing and job demand, and there are not enough higher-value jobs that provide income necessary for residents to reasonably afford an average priced home. The two outcomes of this are local households spending a large portion of their monthly income on housing costs, and/or excessive commuting (and related traffic congestion) seeking higher paying jobs elsewhere in the region.

B. Northwest Area

The Northwest Planning Area consists of approximately 4,000-acres and is generally bounded by State Route 54 on the north, Interstate 805 on the east, L Street on the south, and Interstate 5 on the west. Established early in Chula Vista's growth, the Northwest Planning Area has several well-established residential neighborhoods and a central commercial area referred to as the Urban Core. The Northwest Planning Area consists of several subareas (see Figure 1), including: the Urban Core Subarea, where the majority of changes are proposed in the GPU; the Lower Sweetwater Subarea, where modifications of the largely vacant property, including the KOA campgrounds and the old Harbor Drive-in property are proposed, and; the Hilltop Subarea, where no changes are proposed but rather policies intended to protect this area are included.

1. Area-wide Proposals

Several Northwest Planning Area-wide proposals have been identified throughout the General Plan Update process and have been responded to in the Draft GPU. The following is a brief synopsis of these area-wide proposals.

a. Transit and Transit Focus Areas

In the pending GPU, there are four areas within the City that are proposed for the highest densities and intensities, and mix of land uses, given their location in proximity to existing and future transit stations, and their role as major activity areas. Four such areas are designated in the GPU, and include the Eastern Urban Center in Otay Ranch, and in Northwest Chula Vista, the three "transit focus areas"(TFAs) surrounding the existing

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trolley stations at E Street/I-5 and H Street/I-5, and the future station area around H Street and Third Ave.

Because of their role as activity nodes and entryways, the proposed GPU also provides that these areas would be the most appropriate areas in which to consider the use of the tallest building forms, largely to emphasize the areas' importance and provide visual landmarks. This was not to say that "high-rise" buildings would be allowed by right in these areas, or that high rises would necessarily be built, but rather that any consideration of them should occur only in these areas.

b. Mobility

Within the Northwest Planning Area the General Plan changes not only require that the land use pattern be modified to meet the goals of a balanced urban community, but the ability for people to move within the community involves the provision of a system of transportation elements, or a mobility system. With an emphasis on pedestrian-friendly streets and the encouragement of mixed uses and intensification that would result in shorter vehicular trips or the use of other modes of travel, the General Plan proposes changes that include a new classification of streets; a transit network connecting the Bayfront to the Urban Core, and to the East Planning Area; and a shuttle system and pedestrian connections between downtown and the Bayfront.

c. Urban Design and Neighborhood Protection

Within the Northwest Planning Area, the Urban Core is targeted for substantial change over time. Urban design considerations, such as building heights and massing, architectural style, public view corridors, circulation linkages, and the appearance of important gateways need to be addressed in order to balance needed urban-type revitalization and redevelopment in the area, while acknowledging and protecting stable neighborhood areas, and maintaining the overall sense of place that the community identifies with. The General Plan Update includes policies that address the issue of urban design and form, as well as community character and neighborhood protection. Please refer to Chapter 5 Land Use and Transportation Element, Sections 7.2, 7.5, 7.6, 9.4 and 9, for policies.

d. Parks and Recreation

Parks and recreation facilities for the Northwest Planning Area will be needed to accommodate new residential growth. The nature and function of the park and recreation spaces in the Urban Core Subarea and overall Northwest Planning Area will reflect the needs of its residents. New residential development in the Northwest will be primarily apartments and condominiums in a more intense urban environment; therefore, it is anticipated that the size of any new parks in this area, and the type of amenities provided, will be appropriate to an urban environment and may be somewhat different than what is found in parks built in the East Planning Area's suburban master planned communities.

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Please refer to Chapter 8 Public Facilities and Services Element, Section 3.5 Parks and Recreation, for policies.

2. District-level Land Use Proposals

The following districts (see Figure 2) and major property areas within the Northwest Planning Area are proposed for change. A description of the vision for these districts/areas and a profile of the proposed General Plan land use changes are also included. Included in each district/area description is a comparison of the adopted land uses and acreage to the proposed changes, followed by a profile stating the purpose of the changes. Please see page 34 of this attachment for a description of other land use Scenarios (1 through 3) considered in developing the Preferred Alternative for the Northwest Planning Area.

a. Interstate 5 Corridor District

The Interstate 5 Corridor District extends from C Street to I Street, and from the Broadway frontages to Interstate 5, and is intended to be redeveloped as a major mixed use district, with higher density urban-type residential in mixed use development within ¼ mile of the E and H Street trolley stations; increased neighborhood-serving commercial and some multi-family housing on Broadway; and visitor-serving uses at select nodes. A pedestrian-oriented F Street Promenade links the district to the Bayfront and to the Downtown Third Avenue District.

<u>Adopted</u>	<u>Proposed</u>
Commercial Office (21.48-acres).....	Transit Focus Area (55.78-acres)
Commercial Retail (5.60-acres)	
Residential High (2.85-acres)	
Residential Medium (4.13-acres)	
Residential Low Medium (14.65-acres)	
Commercial Thoroughfare (23.51-acres).....	Mixed Use Residential (35.87-acres)
Commercial Retail (0.14-acres)	
Residential Medium High (5.14-acres)	
Residential Medium (5.85-acres)	
Residential Low Medium (1.23-acres)	
Commercial Thoroughfare (16.34-acres).....	Mixed Use Commercial (22.39-acres)
Commercial Retail (2.74-acres)	
Residential High (1.96-acres)	
Residential Medium (1.35-acres)	
Commercial Thoroughfare (6.01-acres).....	Urban Core Residential (77.69-acres)
Commercial Office (11.49-acres)	
Residential High (60.19-acres)	

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Commercial Thoroughfare (1.66-acres).....Commercial Visitor (5.74-acres)
Commercial Retail (3.94-acres)
Residential Low Medium (0.14-acres)

Commercial Office (5.92-acres).....Residential High (27.08-acres)
Residential High (1.96-acres)
Residential Medium High (13.21-acres)
Residential Medium (5.99-acres)

Park (4.00-acres).....Park (4.00-acres)

- Introduces multi-family residential units mixed with retail and offices along each side of Broadway, north of E Street, to provide redevelopment opportunities, housing and economic support for retail uses. Nearby residential uses would be provided with additional services within walking distance.
- Additional visitor-serving land uses on the north side of E Street, next to Interstate 5, as well as at all four corners of E Street and Broadway, will provide for visitors entering the City from the E Street Gateway.
- High density multi-family residential units along Interstate 5 freeway, north of the visitor-serving uses on the north side of E Street. Views of the bayfront and beyond will be an asset to housing at this location.
- A mix of land uses south of E Street surrounding the existing trolley station. These uses include multi-family residential, retail and offices, and would be located within a Transit Focus Area providing intensity within walking distance of transit. Building heights within this area would range from mid-rise (4-7 stories) to high-rise (8+ stories), and provide a strong and successful image to visitors approaching along Interstate 5.
- Mixed land uses along both sides of Broadway, including multi-family residential, retail and offices to provide redevelopment opportunities, housing and economic support for retail uses.
- Provide high density multi-family residential units in buildings ranging from low to mid-rise heights (1 to 7 stories) between Broadway and Interstate 5 freeway. This additional housing would be located within walking distance of nearby commercial services along Broadway, E Street and H Street.
- Provides for a neighborhood park to serve new residents within the area.
- Provides for a mix of land uses north of H Street surrounding the existing trolley station. These uses include multi-family residential, retail and offices, and would be located within a Transit Focus Area. Building heights within this area would range from mid-rise (4-7 stories) to high-rise (8+ stories), and provide a strong and successful image to visitors approaching along Interstate 5.
- Provide for a mix of commercial uses (retail, visitor-serving, and office uses) at the northwest and southwest corners of Broadway to serve visitors entering the City from the H Street Gateway. This mix of commercial uses will extend south to I Street on the west side of Broadway complimenting the Chula Vista Center shopping mall directly east.

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- Provide for a mix of land uses south of H Street, including multi-family residential units, retail and office uses within a Transit Focus Area near the H Street trolley station. Like the north side of H Street, building heights within this area would range from mid-rise (4-7 stories) to high-rise (8+ stories), and also provide a strong and successful image to visitors approaching along Interstate 5.

b. H Street Corridor District

The H Street Corridor District, extending along both sides of H Street from Broadway to Third Avenue, is a mixed use area with offices, shopping, and multi-family housing, including a high-intensity, transit-oriented development near the future Third Avenue transit station. A redeveloped Chula Vista Center shopping mall will include some high-density residential housing, substantial office space, and a future transit station. H Street functions as a multi-modal boulevard and major circulation route, linking eastern Chula Vista to the west. Bus Rapid Transit (BRT) links the H Street trolley station to communities in the east, with two BRT stops on H Street providing convenient transit access for commuters, shoppers, and residents. Building heights include low-rise with some mid-rise throughout the corridor.

Adopted

Proposed

Commercial Office (8.68-acres).....Transit Focus Area (27.59-acres)

Commercial Retail (7.32-acres)

Residential High (11.59-acres)

Commercial Office (0.73-acres).....Mixed Use Residential (58.04-acres)

Commercial Retail (56.51-acres)

Residential High (0.80-acres)

Commercial Retail (1.72-acres).....Mixed Use Commercial (3.44-acres)

Residential Medium (1.72-acres)

Residential High (6.30-acres).....Urban Core Residential (6.30-acres)

Commercial Retail (8.18-acres).....Commercial Office (9.42-acres)

Residential Medium (1.24-acres)

Residential Medium (3.81-acres).....Residential High (3.81-acres)

- Provides for a mix of land uses within the Chula Vista Center, including multi-family residential units and offices.
- Provides for professional office uses within the northeast quadrant of Fifth Avenue and H Street complementing the Scripps Hospital campus and providing employment near transit.
- Provides for a mix of retail and office uses north of H Street, between Broadway and Fifth Avenue. Redevelopment of uses in this area oriented to H Street will have

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- expanded commercial depth to include the south side of Otis Street making them more efficient and effective.
- Provides more multi-family residential units north of Otis Street to G Street, east of Broadway to Fifth Avenue, near services.
 - Provides for a small amount of additional professional offices along the west side of Fourth Avenue mid-way between G Street and H Street.
 - Provides for a Bus Rapid Transit (BRT) station near the intersection of Fifth Avenue and H Street serving the Chula Vista Shopping Center and nearby employment uses.
 - Provides for a mix of higher density housing, ground floor retail, and offices close to a future transit (BRT) station from H Street to Roosevelt Street, between Third and Fourth Avenue. The provision of offices near the South County Regional Center and near the gateway to downtown will provide additional activity and economic vitality to the area. Additional higher density housing will contribute additional pedestrian activity, thereby supporting commercial and entertainment activities in the downtown Third Avenue area. This Transit Focus Area will extend to the east side of Third Avenue as well.
 - Provide for higher density multi-family north of Roosevelt Street that will encourage redevelopment, additional housing, and serve as a transition between the higher intensity Transit Focus Area and neighborhoods along G Street.
 - Provide for an increase in the depth of professional office uses on the south side of H Street, between Fourth Avenue and Garrett Street, to encourage more efficient and effective commercial development.
 - Provides for a BRT transit station near the intersection of Third Avenue and H Street where intensification is planned.

Urban Core Subarea

c. Downtown Third Avenue District

The Downtown Third Avenue District, defined roughly by E Street on the north, G Street on the south, Del Mar Avenue on the east and the Civic Center complex and Fourth Avenue on the west, is envisioned as an enclave with restaurants, evening entertainment, unique shops, and a cultural arts emphasis. Proposed changes include adding multi-family housing above and behind the Third Avenue frontage, and keeping pedestrian-scale retail commercial on the ground floor to add vitality through increased activity. A predominance of low-rise buildings will front on Third Avenue, and will step up and back to mid-rise apartments and condominiums behind. It is envisioned that a network of pedestrian paths links parks, urban plazas, and the Civic Center complex to a new pedestrian-oriented promenade extending along F Street between the Downtown Third Avenue District and the Bayfront.

<u>Adopted</u>	<u>Proposed</u>
Commercial Office (2.78-acres).....	Mixed Use Residential (53.86-acres)
Commercial Retail (25.89-acres)	
Residential High (24.89-acres)	

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Residential Medium High (0.30-acres)

Commercial Office (2.12-acres).....Public Quasi-Public (2.61-acres)
Residential Medium (0.49-acres)

Residential Medium (5.66-acres).....Park (6.0-acres)
Commercial Office (0.34-acres)

- Increases the number of residential units along Third Avenue and E Street, as well as east and west of Third Avenue. This added residential would be mixed with other ground floor retail and office uses and would add vitality and 24-hour presence to the area.
- Provides for a predominance of mid-rise structures east and west of Third Avenue, while still maintaining a low-rise pedestrian-scale along the frontage of Third Avenue.
- Expands Civic Center uses south of F Street, in addition to providing a neighborhood park that would link with other parks in the area and provide amenity for additional residents in the district.
- Provides for the F Street Promenade; an enhanced pedestrian corridor linking downtown with the I-5 Corridor and Bayfront.

d. Mid-Broadway District

The Mid-Broadway District, consisting of both sides of the Broadway frontage from I Street to L Street, is a mixed use area, with primarily local-serving ground floor retail and higher density residential units. Retail uses serve the adjacent residential neighborhoods, as well as the new housing. In the redevelopment process, automotive uses are expected to be transitioned out of the area, and housing will be added to an area that was primarily retail in character. Building heights for the Mid-Broadway District are primarily low-rise.

Adopted

Proposed

Commercial Thoroughfare (7.15-acres).....Mixed Use Residential (26.30-acres)
Commercial Retail (19.15-acres)

- Introduces multi-family residential units mixed with retail and offices along each side of Broadway, between I Street and L Street, to encourage redevelopment opportunities, housing and economic support for retail uses.

e. Flower Street Property

This property proposed for change involves approximately 3-acres and is located on the south side of Flower Street, extending from Fifth Avenue to just east of Brightwood Avenue. The proposed change would be from Residential Low to Residential Low Medium to reflect largely what exists there today.

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Adopted

Residential Low Medium (2.77-acres)

Proposed

Residential Medium (2.77-acres)

f. Lower Sweetwater Subarea

North Second Avenue Property – This property proposed for change involves approximately 70-acres located south of State Route 54 and between North Second Avenue and Interstate 805. The property includes approximately 3-acres on the east side of North Second Avenue, overlooking the remaining property, a portion of which currently contains the KOA campgrounds. Proposed changes include designating the 3-acre property as Residential Low and the remaining 67-acres as Open Space Recreation. In addition, a floating designation for a Community Park within the 67-acre property is being identified to help serve existing and future residential in the Northwest portion of the City.

Adopted

Residential Low Medium (2.77-acres)

Open Space (68.48-acres)

Proposed

Residential Low Medium (4.73-acres)

Residential Medium (2.77-acres)

Open Space Recreation (63.75-acres)

- Provide for single-family residential land use east of Second Avenue, above the existing KOA facility.
- Provide for existing KOA campground uses through designating this property as Open Space Recreation.
- Provide for public park opportunities by designating approximately twenty acres east of the existing KOA campground for Parks and Recreation uses.

g. Harbor Drive-in Property

This property proposed for change involves approximately 11-acres located on the north side of State Route 54, just east of National City Blvd, and adjacent to the boundary with National City. The property is currently designated as Limited Industrial and was the site of the former Harbor Drive-in Theater. The proposed change would be to Mixed Use Commercial, which would be more consistent with the commercial that currently exists along National City Boulevard, and compatible with the adjacent freeway.

Adopted

Limited Industrial (10.91-acres)

Proposed

Mixed Use Commercial (10.91-acres)

- Provide for a mix of commercial land uses, including retail and offices with primary access from National City Boulevard.

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3. Options Proposed by Others

After preparation of the Preferred Plan options have been presented to staff for further consideration that differ from the Preferred Plan. These options and considerations are discussed below.

a. Third & H Street; H Street Corridor

On November 1, 2005, the City Council directed staff to include an option for consideration that would clarify design considerations for Transit Focus Areas in Northwest Planning Area, and would limit building heights to mid-rise in the TFA at H Street and Third Ave.

C. Southwest Area

The Southwest Planning Area consists of approximately 5,750-acres and is generally bounded on the north by L Street, on the south by the Otay River, on the east by Interstate 805, and on the west by the San Diego Bay. The Southwest Planning Area is divided into the Montgomery and Castle Park Subareas (see Figure 3). Changes being considered in the General Plan are focused within the Montgomery Subarea, most of which was annexed into the City in 1985; however, as with the Northwest Planning Area, policies are proposed to address the protection of stable single family neighborhoods throughout all of the subareas, including Castle Park.

1. Area-wide Proposals

Several Southwest Planning Area-wide proposals have been identified throughout the GPU process and have been responded to in the Draft GPU. The following is a brief synopsis of these area-wide proposals.

a. Protection of Neighborhoods

The Southwest Planning Area contains several stable residential neighborhoods or enclaves, identified as Harborside, Castle Park, Otay Town, Broderick Acres, Woodlawn Park and Whittington Subdivision. To maintain the stability of these neighborhoods it is important to protect them from the intrusion of incompatible land uses, traffic and noise. The policies proposed in Chapter 5 Land Use and Transportation Element, LUT 8.31 Residential Neighborhoods, are intended to maintain and improve these neighborhoods through: 1) neighborhood revitalization programs that minimize land use conflicts and provide upgrades to existing infrastructure; 2) zoning standards that address appropriate transitions and/or buffers that ensure domestic tranquility; 3) the provision of adequate and available transportation options for residents; and 4) the provision of nearby local retail and other services.

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b. Mobility

Opportunities for people to move within and outside of the Southwest Planning Area in a convenient and timely manner are important to the revitalization and redevelopment of key areas within the area. The policies proposed in Chapter 5, LUT 8.3.4 Mobility, are intended to provide for a variety of modes of transportation, including: 1) an east-west rapid transit line connecting jobs, housing and shopping between the East and Southwest Planning Areas; 2) establishment of a north-south shuttle system providing connectivity between the Southwest Planning Area and the Urban Core; and, 3) establishment of significant trails or pedestrian pathways providing alternative modes of pedestrian movement.

c. Parks and Recreation

With additional housing being proposed within the Southwest Planning Area and a historic need for additional park and recreation facilities in the area, the GPU proposes policies to address both the provision of new local parks, and the continued creation of the Otay Valley Regional Park. Chapter 5, LUT 8.3.5 and Chapter 8, Public Facilities and Services Element, PFS 3.5 Parks and Recreation contains policies that call for increasing park and recreation facilities within the Southwest Planning Area, as well as the provision of active park nodes along the Otay River.

d. Open Space Conservation

The Southwest Planning Area is graced with significant blocks of natural open space, the South San Diego Bay wetlands and the Otay River Valley. Through implementation of the City's Multiple Species Conservation Program (MSCP) Plan, respecting the San Diego National Wildlife Refuge within the South San Diego Bay (See policies contained in Chapter 9, Environmental Element), and controlled public access and protection of open space through effort of the Otay Valley Regional Park (See policies contained in Chapter 8, Public Facilities, PFS 3.5 Parks and Recreation), sensitive plant and animal species will be protected and enjoyed for generations to come.

2. District-Level Land Use Proposals

The following districts and major property areas within the Southwest Planning Area (see Figure 4) are proposed for change. A description of the vision for these districts/areas and a profile of the proposed General Plan land use changes are also included. Included in each district/area description is a comparison of the adopted land uses and acreage to the proposed changes, followed by a profile stating the purpose of the changes. Please see page 37 of this attachment for a description of other land use Scenarios (1 through 3) considered in developing the Preferred Alternative for the Southwest Planning Area.

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Montgomery Subarea

a. South Third Avenue District

This district encompasses both sides of the Third Avenue frontage from L Street to just south of Orange Avenue. Proposed changes include the introduction of multi-family residential in a mixed use arrangement with ground floor retail and offices on vacant land between L Street and Moss Street. Mixed use is also proposed between Naples Street and Palomar Street to establishment a Town Focus Area providing a central urban identity for the Southwest Planning Area.

<u>Adopted</u>	<u>Proposed</u>
Commercial Retail (54.67-acres).....	Mixed Use Residential (58.65-acres)
Public Quasi-Public (0.49-acres)	
Residential High (3.49-acres)	

Commercial Retail (4.95-acres).....	Residential Low Medium (4.95-acres)
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- Provide for increased depth of mix land uses on the west side of Third Avenue, south of L Street, including multi-family residential, retail and offices uses to provide increased activity in this segment of Third Avenue.
- Establish a town focus area along both sides of south Third Avenue, between Naples Street and Palomar Street through the introduction of mixed land uses, including multi-family residential, retail and offices.

b. South Broadway District

This district encompasses primarily both sides of Broadway from L Street to Main Street. Proposed changes include the introduction of multi-family residential in a mixed use arrangement from L Street to Naples Street. South of Naples Street, changes are introduced that reinforce a mix of commercial uses providing for automotive services. One additional property being considered for change is located on the west side of Colorado Avenue, and it is proposed that existing industrial be extended one parcel to the south for consistency.

<u>Adopted</u>	<u>Proposed</u>
Limited Industrial (0.69-acres).....	Mixed Use Residential (20.94-acres)
Commercial Retail (20.25-acres)	

Commercial Thoroughfare (8.48-acres).....	Mixed Use Commercial (13.98-acres)
Commercial Retail (1.78-acres)	
Residential High (3.72-acres)	

Residential Low Medium (1-acre).....	Limited Industrial (1-acre)
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- Provide a mix of land uses on each side of Broadway, between L Street and Naples Street, including multi-family residential, retail and office uses to provide redevelopment opportunities, housing and economic support for retail uses.
- Provide for Limited Industrial uses at the northwest corner of Naples Street and Colorado Avenue, similar to that existing the entire length of Colorado Avenue, between Moss Street and Naples Street. The property currently contains industrial uses.
- Provide for multi-family residential units east of the commercial center located at the southeast corner of Palomar Street and Broadway, that will provide additional housing where commercial access is inappropriate.
- Provide for a mix of commercial land uses on both sides of Broadway, between the existing S.D.G.&E. utility transmission corridor and Anita Street, thereby providing commercial redevelopment opportunities, consistent with existing uses in the area.

c. Palomar Gateway District

The Palomar Gateway District is envisioned to be the major southern gateway into the City and to function as one of the activity corridors in the City. The Palomar Gateway District has great potential to provide additional housing and support uses near a regional transit route. Adding higher density residential development within walking distance of the Palomar Trolley Station will provide additional affordable housing opportunities where few currently exist. Local retail and services will be provided along Palomar Street with the potential for more retail and services in mixed use developments south of Palomar Street.

In addition to nearby community-serving retail uses on Broadway and Palomar Street, a new five-acre neighborhood park will be located in the area north of Oxford Street within walking distance of new residential housing.

<u>Adopted</u>	<u>Proposed</u>
Limited Industrial (14.75-acres).....	Transit Focus Area (39.33-acres)
Commercial Retail (11.18-acres)	
Public Quasi-Public (2.38-acres)	
Residential Medium (3.54-acres)	
Residential Low Medium (7.48-acres)	
Residential Low Medium (1.48-acres).....	Commercial Retail (2.02-acres)
Limited Industrial (1.61-acres).....	Residential High (29.52-acres)
Residential Medium (11.17-acres)	
Residential Low Medium (16.74-acres)	
Commercial Retail (2.02-acres).....	Residential Medium (2.02-acres)
Residential Low Medium (4-acres).....	Park (4-acres)

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- Provide for the redesignation of five acres of property on the north side of Oxford Street as Park and Recreation to provide consistency with the Harborside Park under construction now.
- Provide for a mix of land uses in a Transit Focus Area on the north side of Palomar Street, between Interstate 5 freeway and approximately ¼-mile east of Industrial Boulevard, including multi-family residential, retail and offices uses near the Palomar trolley station to provide intensity near transportation. Building heights may range from low to mid-rise (1 to 7 stories).
- Provide for a mix of land uses in a Transit Focus Area on the south side of Palomar Street, between Interstate 5 freeway and Industrial Boulevard, including multi-family residential, retail and offices uses near the Palomar trolley station to provide intensity near transportation. Building heights may range from low to mid-rise (1 to 7 stories).
- Provide for multi-family residential units, south of Dorothy Street to Anita Street, and between Frontage Road and Industrial Boulevard. Access to the nearby transit station is a major consideration.
- Provide for neighborhood retail on Industrial Boulevard, just north of Anita Street to augment existing local services for residential neighborhood.
- Provide for the location of a neighborhood park within the Palomar Gateway District to serve the increased number of residents.

d. West Fairfield District

This district encompasses approximately 60-acres and includes the addition of approximately 35-acres from the City of San Diego. Redevelopment of the West Fairfield District is anticipated through master planning. There are few land use conflicts, and land uses have been expanded by reclaiming an old San Diego settlement pond to the southwest. The West Fairfield District has good freeway access at Palomar and Main Streets, and is an employment center, with regional retail and other employment uses. The potential for an educational facility is also proposed in this district.

Adopted

Limited Industrial (20.21-acres).....
Open Space (3.12-acres)
Outside Planning Area (35.05-acres)

Proposed

Mixed Use Commercial (58.38-acres)

- Provide for a mix of commercial uses west of Interstate 5 freeway, between Palomar Street and Main Street. These uses include predominantly business offices with some retail near Palomar Street.
- The potential to provide a higher education facility within the West Fairfield area is recognized through proposed policies.

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e. Main Street District

The Main Street District is the focus of limited industrial uses within western Chula Vista. Changes along the Main Street corridor include extending the depth of commercial land use on the north side of Main Street to include the south side of Zenith Street, currently a residential street. A well-designed and landscaped buffer would be necessary to protect residential uses on the north side of Zenith Street.

South of Main Street, industrial uses are anticipated to redevelop with the reclamation of previously disturbed mining areas. It is anticipated that with redevelopment of this area a balance will be achieved between preserve open space, industrial uses and recreational uses.

<u>Adopted</u>	<u>Proposed</u>
Commercial Retail (1.86-acres).....	Limited Industrial (35.95-acres)
Residential Low Medium (10.26-acres)	
Open Space (23.83-acres)	
Limited Industrial (3.45-acres).....	Commercial Retail (3.45-acres)
Limited Industrial (4.10-acres).....	Residential High (4.10-acres)
Open Space (25-acres).....	Park (25-acres)

- Provide for increased depth of the industrial land uses on the north side of Main Street by expanding the depth of industrial to Zenith Street. The current depth is too shallow for achieving appropriate industrial lot sizes.
- Provide for industrial uses along the south side of Faivre Street, west of Broadway, adjacent to the open space preserve.
- Provide for industrial uses at the southwest corner of Main Street and Broadway, consistent with surrounding industrial uses.
- Provide for multi-family residential units between existing industrial and the residential neighborhood of Broderick Acres, on the south side of Main Street, thereby providing housing opportunities and buffering existing single family neighborhood from industrial uses.
- Provide for a community park south of Main Street, between Beyer Way and Broadway.

3. Options Proposed By Others

After preparation of the Preferred Plan several options have been presented to staff for further consideration that differ from the Preferred Plan. These options and considerations are discussed below.

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a. West Fairfield (Charles Company)

The Charles Company has approached the City on several occasions regarding their desire and efforts to acquire the land within West Fairfield, and to design a comprehensive mixed use development proposal. They have shared preliminary concept alternatives with staff, and received our initial feedback. While they have indicated capability and potential interest to develop Mixed Use Commercial (retail/office) consistent with the Preferred Alternative, they have also expressed a desire to potentially include residential uses that would not be consistent, and would require consideration of GPU Scenario 1, which evaluated a low-rise Mixed Use Residential designation. They have also indicated a desire to consider taller buildings for residential in this area. Staff remains supportive of the Preferred Alternative for the following reasons:

- Commercial uses would have good freeway access
- Retail commercial uses should be oriented closer to Palomar Street
- Professional offices in a Business Park setting is envisioned
- Residential could be problematic adjacent to a wildlife refuge (South San Diego Bay Unit)
- Residential development was not preferred due to lack of school, distance from transit station, adjacency to wildlife refuge (So. SD Bay Wildlife Refuge)
- Consideration of taller buildings within this area has not analyzed by the GPU Steering Committee, Staff or in the EIR and would therefore require review and analysis through a separate General Plan Amendment request

b. South Broadway District

Portions of the South Broadway District south of Naples Street are proposed for change to Mixed Use Commercial in the Preferred Plan. Other stable commercial and some residential uses are not proposed for change. One option asked to be considered by a member of Council is the provision of Mixed Use Residential on properties south of Palomar Street, and generally extending to Anita Street, consistent with those presented in GPU Scenario 2.

Scenarios ranging from Mixed Use Residential to Mixed Use Commercial were considered for the entire length of the South Broadway District. However, the GPU Steering Committee and staff agreed that from Naples Street to Main Street there should be space reserved for automotive service uses, which don't mix compatibly with residential uses. With redevelopment being considered for most of Broadway that would include the addition of housing, this segment as well as other Limited Industrial areas within the Main Street District remain the few areas that would be compatible for automotive service uses.

Consideration to allow for Mixed Use Residential in the area could aid the redevelopment of some properties in the near-term by providing additional economic potential in the

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currently strong housing market. Because both options have been analyzed within the GPU EIR, Council can decide between them.

c. South Third Avenue District – Southwest Town Focus Area

The South Third Avenue District includes Mixed Use Residential redevelopment south of Naples Street to Palomar Street. This area is identified as the “Oxford Town Focus Area” for the Southwest Planning Area, and will be served by a future Bus Rapid Transit (BRT) station near Palomar Street and Third Avenue. One option asked to be considered by Rudy Ramirez, a member of the GPU Steering Committee representing the Southwest Planning Area, is to shift the Town Focus Area further south to include both sides of Third Avenue down to Orange Avenue. Crossroads II has also indicated support for this consideration.

Staff has met with Mr. Ramirez and representatives of Crossroads II and has prepared a draft option for Council consideration that incorporates their proposal, and is acceptable to staff (See Attachment 7B). The option calls for extending the boundaries of the focus area down to Orange Avenue and renaming the focus area as the “Southwest Town Focus Area.” The option also calls for conducting a special study to determine the precise boundaries for the Southwest Town Focus Area, followed by the preparation of a specific plan to guide future development of the area.

d. Main Street/Beyer Boulevard (Nelson Trust)

Several prospective buyers have approached the Nelson Trust regarding potential acquisition and redevelopment of the Trust’s properties near the southwest corner of Main St. and Beyer Blvd. Approximately half of the property is currently leased to Hansen Aggregates who operates construction materials (sand/rock) and truck maintenance businesses there. Staff has spoken with representatives from the Trust and prospective buyers about the site and the GPU’s proposals. The Preferred Alternative, which staff continues to support, designates about half the property as Limited Industrial and half as Open Space and a prospective Community Park site in concert with the Otay Valley Regional Park Concept Plan. The Trust may desire to expand the Limited Industrial to include the majority of the property, as was considered among the GPU Options.

D. East Area

The East Area Plan is composed of six subareas (see Figure 5) located east of Interstate 805. The six subareas include: Master Planned Communities; East Main Street; Unincorporated Sweetwater; Unincorporated East Otay Ranch; Other Miscellaneous; and Otay Ranch. GPU proposals for each of these subareas are discussed below. Only minor changes are proposed for five of the six subareas, with more significant amendments proposed for the Otay Ranch Subarea. As such, an expanded discussion of this subarea is provided, that includes area-wide planning proposals and as well as specific district by district proposals.

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1. Master Planned Communities

This subarea is made up of planned communities east of I-805 that have been approved and constructed in accordance with adopted general development plans and or sectional planning area plans. They comprise unique, stable, and well-planned communities as envisioned by their adopted plans and planned community district regulations. The General Plan Update calls for maintaining these communities by specifying that adopted plans continue to guide the completion of development activities in these communities.

2. Main Street

This subarea consists of separate areas of varying land uses along and adjacent to the Otay River in the southwest corner of the East Planning Area. These uses include the amphitheater and water park, the Otay Landfill, an auto park, and several auto wrecking yards. Policies within the GPU are intended to maintain existing, stable neighborhoods, expand resident-serving commercial activities, preserve sensitive resources and open space lands, support recreational uses in the area, and phase out of the auto wrecking yards by expediting relocation processes. Land use changes in this subarea are limited to the redesignation of an 11.5-acre parcel located on the east side of Brandywine Avenue, between Sequoia Street and Main Street, from Low-Medium Residential (3-6 du/ac) to Medium Residential (6 –11 du/ac)

3. Unincorporated Sweetwater

This subarea is composed of primarily stable, well-maintained single-family neighborhoods with supporting retail commercial and open space within the unincorporated County. Policies are intended to preserve the subarea's current characteristics and to encourage close cooperation with the County and the Sweetwater Community Planning Group. Existing County land use designations are translated to corresponding City land use designations maintaining consistency with County land use designations. Land use changes are limited to the redesignation of the three-acre site of the nearly completed county library and museum from Visitor Commercial to Public-Quasi Public.

4. Unincorporated East Otay Ranch

This subarea is located entirely within the unincorporated County of San Diego and is included within the County's Otay Subregional Plan. Its rugged topography, important biological habitat, and scenic resource value are reflected in GPU policies that maintain lower intensity development with significant portions of the area preserved as open space. The area currently lacks urban-level services. The GPU also directs that certain areas that require services from the City or that relate strongly to the City should be evaluated for annexation. No land use changes are proposed for this Subarea.

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5. Other Miscellaneous Areas

There are several other areas within the East Planning Area, composed predominately of residential neighborhoods having developed at various times and with varying housing stock. GPU policies are intended to maintain these stable neighborhoods, directing that policies and regulations within the General Plan and Zoning Ordinance continue to guide development activities. No land use changes are proposed for this Subarea.

6. Otay Ranch

The 23,000-acre Otay Ranch is the largest of the East Area's master planned communities. It consists of eight undeveloped villages and planning areas that are in various stages of planning. Otay Ranch was jointly planned by the City of Chula Vista and the County of San Diego, with overall guidance for the lands under City jurisdiction provided by Otay Ranch General Development Plan (GDP). Under the proposed GPU, Otay Ranch's vision of a connected network of villages that integrate residential neighborhoods, commercial shops, employment, parks, and other social services and facilities is continued.

The Otay Ranch GDP was originally adopted in 1993 and has been periodically revised and updated to maintain consistency with the City's General Plan. With the most significant revisions to land use and planning policies in the East Area occurring in the Otay Ranch Subarea, a comprehensive amendment to the Otay Ranch GDP is proposed concurrently so that it reflects and maintains consistency with the land uses and policies in the General Plan. The discussion below describes area-wide proposals that while focusing primarily on the Otay Ranch Subarea, have implications on the East Area and the City at large. More detailed discussion of proposed policy and land use changes that apply to the individual districts that make up the Subarea follow the area-wide discussion.

a. Area-Wide Proposals

Area-wide amendments are proposed with the intent of maintaining and enhancing a balanced and sustainable community that provides for the employment, social, and recreational needs of its residents. Goals include improving the connectivity of major activity centers within the East Area; creating an intensely developed urban core, improving connectivity and relationships between large activity centers such as major shopping centers, educational and sporting facilities, and major community centers; promoting development of a distinctive multi-institutional university facility; and preservation of large areas of natural open space and part of a managed preserve system.

To be applied primarily to the Otay Ranch Subarea and Otay Ranch General Development Plan, land use designations and policies are proposed that are intended to improve the jobs-housing balance by providing more land designated for commercial, research, and light industrial uses; reduce dependency on automobiles by promoting densities capable of supporting efficient public transportation and integrating commercial

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and public services nearer housing; and to provide for higher residential densities and greater variety of housing stock.

Many of these proposed changes are an extension of or improvement on land development concepts previously introduced to and adopted for the northerly portion of Otay Ranch. As an example, while the previously developed villages of Otay Ranch have been a success, with their mixed use village cores and sense of community, adjustments are proposed to the land use scheme and circulation system for future villages. In the southerly portion of Otay Ranch, land uses will include the Regional Technology Park, Eastern Urban Center, and University District; therefore, arterial roadways are now proposed to be directed to the center of more intensely developed town centers that are designed to be more pedestrian friendly. This differs from the prior concept of the Otay Ranch, where major roadway arterials connected villages but were located to the village perimeters. This prior concept was successful in conveying traffic between villages and enhancing the community character by reducing traffic and improving pedestrian access in the village cores. But this concept did not provide sufficient access to the cores for the number of people required for commercial success of some desired businesses. The new concept for the arterial roadways is intended to allow greater numbers of people traffic access to the village cores and town centers to allow for increased commercial activities.

As necessary, corresponding amendments are proposed to the Otay Ranch General Development Plan to correspond to and implement these new concepts proposed by the General Plan Update.

Specific area-wide amendments include:

- Creation of a new Town Center land use designation intended to encourage mixed-use areas of higher density and intensity than that of the traditional villages in Otay Ranch
- Creation of a new, pedestrian friendly street classification, the Town Center Arterial, designed to serve town centers by accommodating sufficient traffic volume while maintaining acceptable traffic flow
- Integration of Bus-Rapid Transit (BRT) vehicles into the circulation system, replacing the previously planned light rail transit system
- Preservation and expansion of light industrial and research designated lands
- Creation of the new specialty classification of Regional Technology Park (RTP) land use designation intended to provide more and higher-paying employment opportunities in the city. The RTP accommodates research and development, light manufacturing, and supporting retail, service, professional office, and finance businesses.
- Revisions to the Circulation Element within the East Area Plan and corresponding changes to the GDP for certain roadways to reflect recently adopted open space preservation plans and the adjacent community plan within the City of San Diego.

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- Creation of a new Active Recreation Land Use Designation that provides opportunities for public and private recreational activities, such as outdoor campgrounds, tennis, soccer, golf courses; or other sports fields. This designation is applied to lands within the Otay Ranch Subarea that are largely undeveloped and adjacent to or near other open space areas and that do not contain significant sensitive biological or other natural resources.

b. District-Level Land Use Proposals

There are four districts in the Otay Ranch Subarea (see Figure 6):

i. Western District

The Western District is located in the west end of the Otay Ranch Subarea and is composed of Villages Two, Two West, and Three, and Planning 18 B of the Otay Ranch GDP. Major land use proposals for this District are intended to maintain adequate land use buffers for residential uses from the Otay Landfill by retaining industrial designated lands within the buffer; preservation of major landforms and natural open space in and adjacent to Wolfe Canyon; developing a more intensely developed, pedestrian friendly village and mixed use village core; and making public transportation more accessible to the Village. Specific land use proposals in the GPU are described below.

- Relocates the 70-acre Community Park Designation to the Central District of the Otay Ranch Subarea.
- Provides for an enlarged, more intense village core. The Village Core designation is increased in area from approximately 87 acres to 164.
- Low-Medium Residential acreage is reduced from approximately 235 acres to 180 acres.
- Industrial acreage is maintained by retaining the industrial buffer surrounding the landfill.
- Establishes a development envelope consistent with the adopted MSCP Subarea Plan.
- Designates a BRT Transit Station along or near La Media Road
- Adjusts the alignments for Rock Mountain and Heritage Roads to be consistent with MSCP Subarea Plans

Corresponding amendments proposed to the Otay Ranch GDP for Villages Two, Two West, and Planning area 18 B to maintain consistency with the General Plan include:

- Increases the maximum number of residential dwelling units from 1,719 to 2,510 and creates a larger, more intensive village core with more mixed use commercial land use.
- Incorporates Transit Oriented Village policies
- Amends the village boundary to reflect the boundary of preserve open space in the MSCP Subarea Plan.

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- Maintains land designated Industrial at 261 acres.
- Eliminates the County sponsored option for residential use in place of industrial use for Village Three and Planning Area 18B
- Reflects moving the community park from Village 2 to Village 4 of the Central District
- Accommodates revised alignments for Rock Mountain Road and Heritage Road
- Incorporates Planning Area 18B land use and policies into Village 3

ii. Central District

The Central District is comprised of Villages 4 and 7, and the westerly portion of Village 8 (see Figure 6). The land use and planning proposals are intended to establish a pedestrian-friendly, higher-density mixed-use town center generally centered on the intersection of Rock Mountain and La Media Roads. This new town center would be served by the new Town Center Arterial roadway and efficient public transit service provided by BRT.

The town center arterial accommodates increased automobile trips to the town center and is more pedestrian friendly, thereby promoting commercial success of business activities. The community park, formerly in Village Two is planned northwest of the town center. Lower density single-family residential densities in Village 4 and the southerly portion of Village Eight are proposed in outlying areas along the western portions of Rock Mountain and in areas closer to open space preserve in Otay Valley. A new middle school at the northeast corner of the two intersection arterial roads is proposed in addition to the previously approved high school in Village 7. The no changes are proposed for remaining portion of Village 7 and its village core for which an approved SPA exists.

In total, the changes proposed for the Central District are intended to provide for an overall increase in residential density and total units, and an increase in mixed use commercial uses. This will result in a greater supply and variety of housing, with residents less dependent on the automobile. The specific land use and planning proposals are described below:

- Applies the new Town Center designation centered at the intersection of La Media Road with Rock Mountain Road and eliminates prior Village Core designations for Villages 4 and 8, retaining the Village Core designation for Village 7.
- Designates a town center arterial over a portion of Rock Mountain Road in the town center
- Mixed use and multi-family acreage is increased from approximately 50 acres to 95 acres.
- Provides for increased density in the western portion of Village 4 along and south of Rock Mountain by eliminating approximately 225 acres of Low Density Residential (1-3 du/ac) designation and redesignating the area to Low Medium Residential (3-6 du/ac). A total of approximately 395 acres Low Medium Residential is now proposed.

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- Provides for BRT service and a transit station in the town center and incorporates transit oriented policies
- Designates approximately 80 gross acres (70 acres net usable) for a community park, accommodating acreage from Village 2 (Western District)
- Preserves Rock Mountain as open space
- Establishes development envelope consistent with current adopted MSCP Subarea Plan.
- Changes 11 acres of Residential Low Density west of the planned community park to open space recreation

Corresponding amendments proposed to the Otay Ranch GDP for Villages Two, Two West, and Planning area 18 B to maintain consistency with the General Plan include:

- Makes land use changes consistent with the GPU
- Increases the maximum number of residential dwelling units for the Villages within the District from 2,617 to 3,402 because transit villages will have two cores.
- Designates Rock Mountain Road through the town center as a town center arterial
- Approximately 30 acres of Residential Low Medium Village being is transferred from Village 7 to Village 8 and redesignated as a future middle school site.
- Approximately 87 acres of Residential Low Density is transferred from Village 4 to Village 8 and redesignated to mixed use and multi-family designations

iii. Eastern/University District

The Eastern University District is comprised of five separate focus areas, located along the corridor of future SR 125 (see Figure 6). It includes the following villages and planning area of the Otay Ranch GDP: Eastern Urban Center (Planning Area 12), the eastern portion of Village 8, Village 9, and the area currently shown as Village 10 (to be renamed University Campus). While each of these focus areas are planned as unique and distinctive communities, able to develop independent of each other, the changes proposed for this District are intended to encourage the focus areas to develop with strong relationships and connections, and with compatible, mutually supportive land uses, circulation, and urban form in order to maximize the full development potential of each.

A key component of the District is a planned four-year university. Responding to the anticipated demand for housing and campus related commercial services and enhanced opportunities for promoting the creation of research and high-tech manufacturing businesses, these surrounding focus areas provide for a university-oriented town center of transit-oriented mixed uses, higher residential densities, and a regional technology park. The planned Eastern Urban Center is expected to derive even greater vitality and commercial market demand generated by the presence of the university.

Specific land use and planning proposals for the District's five focus areas are described below:

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- Identifies the District as a corridor of high intensity urban uses, office and business parks, retail centers, and high-density residential uses. Establishes the area as an urban center for east Chula Vista
- Increases residential density in town centers and number of dwelling units in the District is increased as a result of increase in density in core areas
- The Public – Quasi Public designation for a university campus is reduced in acreage from over 670 acres to 530.
- Applies Town Center designation southeast of the intersection of SR 125 and Rock Mountain Road/ Hunte Parkway, which would establish a university-oriented town center of transit serving mixed use and medium-high residential densities.
- Applies the Town Center Designation centered at the future intersection of Rock Mountain Road and La Media Road, providing medium-high densities and commercial uses.
- Designates the Regional Technology Park on approximately 200 acres west of Future SR 125, south of Rock Mountain Road in the area formerly associated with the Central District (Village 8 of Otay Ranch GDP).
- Establishes a Special Study Area for the focus areas surrounding the university.
- Relocates the transit station in the town center.
- Deletes Alta Road and establishes alignment of Rock Mountain Road east of SR 125 consistent the Otay Ranch RMP and MSCP Subarea Plan.
- Adds a Mixed Use designation with strong residential component on the 32 acres of the northern Freeway Commercial (Note: the staff recommendation does not support this change)
- Establishes the development envelope consistent with adopted MSCP Subarea Plan and Otay Ranch RMP.

Corresponding amendments to the Otay Ranch GDP for Villages 9 and 10 (University Campus) and Planning area 12 (EUC and Freeway Commercial areas) are proposed to incorporate the land use and transportation changes necessary for consistency with the proposed General Plan Update.

The GDP is amended as follows:

- Maximum number of residential units is increased from approximately 3200 to approximately 8330 for the entire District.
- GDP will be amended to rename Village 10 to “University Campus”. GDP text is revised as necessary to reflect the new university concept. Applies “University Study Area” to GDP, recognizing subsequent planning effort to further define future land use and land use relationships between areas within the Study Area.
- Provides development opportunities in Village 9 independent of and/or in conjunction with development of the university campus. Language is added that recognizes vested rights to develop under existing development agreements.
- Incorporates university village policies to emphasize Village 9’s relationship to the planned university campus

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- Encourages support uses for the university in Village 9 and the Eastern Urban Center (EUC)
- Adjusts the boundary between Village 9 and the EUC, changing the acreages reflected in each of the respective land use tables of the GDP.
- Amends the open space / development envelope consistent with the MSCP Subarea Plan and Resource Management Plan at south and east edge of Village 9, Village 11, and the University
- Incorporates Town Center designation and policies in Villages 8 and 9
- Locates Rock Mountain Road as a Town Center Arterial roadway through the Village 8 & 9 Town Center
- Applies the Regional Technology Park (RTP) designation on approximately acres 200 of Village 8 and adds RTP policies to the Village description
- Adds policies that create incentives to property owners to help acquire land necessary for the university campus, included increased residential densities and credits toward Community Purpose Facility acreage.
- Relocates Village 9 fire station to the EUC
- Maintains a floating symbol for a future high school in the EUC, but defers final determination of the exact location of the high school in Otay Ranch pending completion of studies by the Sweetwater Union High School District.

iv. Otay Valley District

The Otay Valley District is comprised of three parcels located along the Otay Valley in the southern portion of the Otay Ranch Subarea. Because these are parcels are situated within and separated by open space lands, the planning proposal provides for land use and policies emphasizing protection of adjacent open space and sensitive resources and compatible, non-intrusive land uses. Specific land use and planning policies are listed below:

- Approximately 23 acres formerly designated as Public - Quasi Public are designated as Active Recreation
- Approximately 134 acres identified in the City's MSCP Subarea Plan as appropriate for low impact uses and designated as open space on the adopted General Plan is redesignated to Active Recreation
- Approximately 40 acres of land that is designated open space on the adopted General Plan but has existing industrial uses is redesignated Limited Industrial.

e. Options proposed by others

i. Freeway Commercial Area- Otay Ranch Company

Staff supports an alternative to the Steering Committee's Preferred Alternative recommendation for mixed use residential development on the northerly 35 acres of the Freeway Commercial Focus Area in the Otay Ranch Subarea. Staff recommends this area be retained as Retail Commercial as currently designated on the General Plan and in

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the Otay Ranch GDP. The recommended revisions to the proposed GDP Land Use Table and Freeway Commercial Focus Area General Plan Land Use Map and Policies to retain the retail commercial use are included in Attachments 3 & 4. Reasons in support of the recommendation are:

- It is believed that the demand for retail property will remain very strong and the change to mixed use residential will reduce the inventory of available land necessary for needed retail commercial property
- The property is located adjacent to existing, significant retail uses and has been planned as part of a retail corridor which transitions from big-box /warehouse retail to the north, to other freeway-oriented commercial (the Otay Ranch Town Center currently under construction) and followed by the EUC farther to the south.
- It is situated on three sides by significant arterial roadways, Olympic Parkway, SR 125 and Eastlake Parkway. This makes the property highly conducive to retail development while reducing its viability as a livable residential community.
- Residential development of this site would be isolated from many necessary residential services and amenities, such as parks, elementary schools and other community purpose facilities, and other residential communities.

ii. Gun Club/Bird Ranch Site- Staff Recommendation

Staff supports an alternative to the Steering Committee's Preferred Alternative recommendation for redesignating the entire 209 acres within the Otay Valley District of the Otay Ranch Subarea from Open Space to Open Space – Active Recreation. This same area also comprises Planning Area 20 of the Otay Ranch GDP. Staff recommends a 15-acre portion of the District and Planning Area be designated Mixed Use Commercial. Accompanying Staff's recommendation are policies that direct that the commercial uses be limited to those that support the existing, nearby recreational uses, the amphitheatre and water park, and potential, future uses allowed on the remaining lands designated for active recreation. The recommended revisions to the proposed General Plan Land Use Map and District Policies and GDP Land Use Table and Policies to affect this change to the Preferred Alternative are included in Attachments 3B and 4B. Reasons in support of the Staff recommendation are:

- These additional supporting uses would strengthen the attraction to the existing recreational uses in the area as well as encourage new active recreational uses. This point was specifically put forth in the Economic Development Strategy recently adopted by the City Council.
- The commercial uses would be required to be carefully sited to avoid impacts to sensitive biological habitats and other natural resources and measures to reduce impacts to adjacent resources would be strictly applied.
- The additional commercial/recreational uses would respond to the anticipated growth in population in the area.

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- Such uses would be required to be consistent with those identified in the City's MSCP Subarea Plan and the Otay Ranch Resource Management Plan.

III. GENERAL PLAN SCENARIOS CONSIDERED

The following is a brief description of the District-level Preferred Plan land use proposals, how each of the Scenarios analyzed in the Environmental Impact Report may differ, and what the implications might be of choosing among these Scenarios.

A. Northwest

1. Interstate 5 Corridor District Preferred Plan

Provides for mixed use residential along Broadway, intensified transit focus areas surrounding the E Street and H Street trolley stations, increased density of housing between Broadway and I-5, and visitor-serving uses focused along E Street.

Scenario 1

- Reduction in visitor-serving uses along E Street gateway replaced by mixed use residential
- Increase in visitor-serving uses along H Street gateway and to the south along Broadway
- Reduction in size of transit focus area south of H Street

Scenario 2

- No residential on Broadway
- Increase in visitor-serving uses along Broadway and along H Street gateway
- Reduction in housing density between Broadway and Interstate 5

Scenario 3

- No residential on Broadway
- Reduce intensity of transit focus area north of H Street to mixed use residential
- Increase in visitor-serving uses along Broadway and along H Street gateway with reduction in transit focus area south of H Street

2. H Street Corridor District Preferred Plan

Provides for a mix of residential with retail and office uses for the Chula Vista Center, a mix of commercial expanded on the north side of H Street across from the center, with high density residential behind, a change to Professional Office on the Scripps Hospital site and an intensified transit focus area north of H Street, between Third Avenue and Fourth Avenue, with increased housing densities on the north side of Roosevelt Street. The transit focus area will extend to cover the east side of Third Avenue, north and south of H Street.

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Scenario 1

- Mixed use residential on the north side of H Street across from the Chula Vista Center
- Reduction of transit focus area on the north side of H Street, between Third Avenue and Fourth Avenue.
- No change to existing high density housing on Roosevelt Street

Scenario 2

- Mixed commercial on the Chula Vista Center
- No expanded depth of the mixed commercial on the north side of H Street, north of the center; however, with increased residential densities behind
- Increased size of transit focus area north of H Street, between Third Avenue and Fourth Avenue

Scenario 3

- Mixed commercial on the Chula Vista Center
- No expanded depth of the mixed commercial on the north side of H Street, north of the center, with no change to residential densities behind
- Reduction of transit focus area and its intensity on the north side of H Street, between Third Avenue and Fourth Avenue

3. Downtown Third Avenue District Preferred Plan

Provides for a mix of higher density residential with offices and ground floor retail on both sides of Third Avenue, extending to Del Mar Avenue on the east and to Fourth Avenue to the west. This area extends from the north side of E Street to just south of G Street. Civic center related public quasi-public uses expand to include the Police Station and also along the west side of Fourth Avenue south to Parkway.

Scenario 1

- No residential proposed along the Third Avenue frontage from just north of E Street to just south of G Street

Scenario 2

- No mixed use development proposed east of Church Avenue extending from E Street to just south of G Street
- Residential added to the north side of E Street, between Third Avenue and Fourth Avenue

Scenario 3

- Increased densities of housing added behind the Third Avenue frontage extending to Del Mar Avenue on the east and to Fourth Avenue on the west, with no commercial

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4. Mid-Broadway District Preferred Plan

Provides a mix of residential, offices and ground floor retail along both frontages of Broadway, extending from I Street to L Street.

Scenario 1

- Both sides of Broadway from I Street to L Street are designated as retail

Scenario 2

- Same as Preferred Plan

Scenario 3

- Both sides of Broadway from I Street to L Street are designated as retail

5. Mid-Third Avenue District Preferred Plan

Provides for the segregation of stable land uses along Third Avenue, between I Street and L Street. The Mid-Third Avenue District becomes largely a professional office district by changing land use designations to recognize existing established office uses. Retail designations will remain on the west side of Third Avenue, south of J Street.

Scenario 1

- Both sides of Third Avenue from just north of J Street to L Street will include multi-family residential and office, with ground floor retail in a mixed use arrangement

Scenario 2

- Same as Preferred Plan

Scenario 3

- Retains existing retail on both sides of Third Avenue, south of J Street

6. Harbor Drive-in Property

Proposed for a mix of commercial uses on the north side of SR-54, east of National City Boulevard.

Scenario 1

- Same as Preferred Plan

Scenario 2

- Change to retail commercial

Scenario 3

- Retains existing Limited Industrial designation

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7. North Second Avenue Property

Proposed for active recreation on the level portions of the site located at the southwest quadrant of SR-54 and I-805 freeways, just east of North Second Avenue. A community park is also envisioned to be developed on a portion of the site, as well as lower density residential on the upland parcel adjacent to North Second Avenue.

Scenario 1

- Includes development of the entire level site as a park, with medium high density residential on the upland parcel

Scenario 2

- Medium density residential on the upland parcel

Scenario 3

- Undeveloped open space for the entire property

B. Southwest

1. South Third Avenue District

Proposes the creation of a Town Focus Area for the Southwest Planning Area on Third Avenue between Naples Street and Palomar Street, through the provision of pedestrian oriented mixed use residential uses served by a future transit station. Mixed use residential proposed at southwest quadrant of L Street and Third Avenue.

Scenario 1

- Mixed use residential divided between north and south of Palomar Street with Town Focus Area between Naples Street and Palomar Street. Retail (no GP change) at the southwest quadrant of L Street and Third Avenue.

Scenario 2

- Same as Preferred Plan except mixed use commercial at southwest quadrant of L Street and Third Avenue.

Scenario 3

- The addition of high density housing behind retail on the east side of Third Avenue, between Naples Street and Oxford Street

2. South Broadway District

Proposes mixed use residential uses from L Street to Naples Street along both sides of Broadway, with commercial uses added south of Palomar Street.

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Scenario 1

- Retain retail uses with no residential added from L Street to Naples Street

Scenarios 2 & 3

- Additional mixed use residential uses south of Naples Street to Main Street

3. Palomar Gateway District

Proposes a transit focus area north and south of the Palomar Gateway from I-5 to the Palomar Street Trolley. Taking advantage of this transportation node multi-family housing is proposed south to Anita Street.

Scenario 1

- Extend the transit focus area land uses down to Anita Street

Scenario 2

- Reduced depth to transit focus area south of Palomar Street

Scenario 3

- Reduced depth to transit focus area south of Palomar Street
- Expand existing limited industrial uses north of Palomar Street to Industrial Boulevard

4. West Fairfield District

Proposes a mix of professional offices and retail commercial between Palomar Street and Main Street, west of I-5. The potential for an educational facility is accommodated.

Scenario 1

- Same as Preferred Plan

Scenario 2

- Limited industrial designation with potential for educational facility

Scenario 3

- Low-rise mixed use residential with potential for educational facility

5. Main Street District

Proposes limited industrial on both sides of Main Street, with expanded depth to Zenith Street, as well as adding retail commercial uses at Beyer Way, south of Main Street. Retains existing open space designation for restoration between Beyer Way and Beyer Boulevard, and includes the development of a community park. Expands limited industrial south of Faivre Street to existing open space.

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Scenario 1

- Extends limited industrial to City boundary between Beyer Way and Beyer Boulevard
- No increase in limited industrial depth on north side of Main Street

Scenario 2

- Extends limited industrial to City boundary between Beyer Way and Beyer Boulevard
- Designates Jacqua Street uses for protection of existing single family homes

Scenario 3

- Changes to retail commercial on the north side of Main Street, expanded to Zenith Street
- Extends limited industrial to City boundary between Beyer Way and Beyer Boulevard
- Designates Jacqua Street uses for protection of existing single family homes

C. East

Scenario 1

- Expansion of transit service with two additional transit lines connecting Villages Two and Eight with the EUC and other areas in the East
- Introduction of the Town Center concept, although maintaining current policies relating to transit densities at 18 dwelling units per acre.

It differs from the Preferred Alternative in that:

- Adopted Otay Ranch residential transit densities in the villages, town centers and Eastern Urban Center are maintained,
- The retail commercial designation on the Freeway Commercial portion of Planning Area 12 in the Otay Ranch is maintained,
- The residential land uses in Village Eight are maintained.
- The Regional Technology Park is not provided for in this scenario.

Scenario 2

- Reflects the combined requests of private owner's GPA applications (Otay Ranch Co., Otay Land Co., Flat Rock Development, and Ayres Land Co.
- Transit lines are extended, as in Scenario 1, and residential transit densities in the villages and town centers are increased providing for additional dwelling units.
- Land designated for industrial use is reduced, replaced with additional, mostly low-medium (detached single-family housing) densities.

It differs from the Preferred Alternative in that:

- The land within the Otay Landfill 1,000-foot buffer within the Otay Ranch and Sunbow master planned communities is proposed as residential,

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- A mixed use residential and commercial village is proposed for the Gun Club and Bird Ranch property in the Otay Valley District.
- Additional residential land use is proposed along Wolf Canyon.
- All of Village Eight is proposed as a residential village.
- The Regional Technology Park is not provided for in this scenario.
- A mixed-use designation providing for additional residential units is proposed for approximately 32 acres in the northern portion of the Freeway Commercial

Scenario 3

- Proposes increases in business park and research/high-tech industrial uses.
- As in other scenarios, transit lines are extended.

It differs from the Preferred Alternative in that:

- All of Village Two West is proposed as Limited Industrial with land within the landfill buffer in Village Two proposed as residential.
- All of the 30 acre “Gun Club” site in the Otay Valley District is proposed as mixed use commercial, allowing for an expanded range of retail and business related uses.
- All of Village Eight is proposed as Research Industrial.
- The southern half of Village Nine as part of the University is proposed as Research Industrial
- All of the retail commercial designation on the Freeway Commercial portion of Planning Area 12 in the Otay Ranch is maintained.